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Title:

Speech opening Adelaide International Motel, Glenelg

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SPEECH BY THE PREMIER, MR DUNSTAN, OPENING ADELAIDE INTERNATIONAL
MOTEL.

GLENELG. 30.1.74

MR KARIDIS, LADIES AND GENTLEMEN:

THANK YOU VERY MUCH FOR ASKING ME TO OPEN THE NEW ADELAIDE
INTERNATIONAL MOTEL.

IT'S A WELCOME AND I'M SURE IT WILL PROVE POPULAR ADDITION TO THE
RANGE OF ACCOMMODATION AVAILABLE TO VISITORS TO ADELAIDE.

IT'S ALSO A MEASURE OF MR KARIDIS' BUSINESS ACUMEN THAT HE DECIDED
TO BUILD IT AT GLENELG - OUR FIRST, MOST TRADITIONAL AND IN MY
VIEW BEST HOLIDAY RESORT.

THERE'S SOMETHING SPECIAL ABOUT GLENELG, ITS DISTINCTIVE MIXTURE OF
BEACH, SHOPPING AND AMUSEMENT CENTRES, FINE OLD PUBLIC BUILDINGS,
TRAMWAY, CAFES, HOTELS, MOTELS AND PUBS THAT MAKES IT A SPECIAL,
UNIQUELY ATTRACTIVE PLACE IN WHICH TO LIVE OR SPEND A HOLIDAY.

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I'M SURE THAT AS SOUTH AUSTRALIAN TOURISM EXPANDS - AND IT'S
EXPANDING VERY SATISFACTORILY RIGHT NOW - GLENELG AND THE
INTERNATIONAL MOTEL WILL GET A BIG SLICE OF THE INCREASE.

AT PRESENT THE STATE GOVERNMENT THROUGH THE TOURIST BUREAU AND
OTHER AGENCIES IS VERY VIGOROUSLY PROMOTING SOUTH AUSTRALIA AS A
PLACE TO VISIT.

ONE FORM OF NEW TOURIST BUSINESS - AND A PARTICULARLY LUCRATIVE
ONE - WHICH WE ARE GETTING IS THE CONVENTION TRADE. WE WANT TO
GET A LOT MORE AND WE BELIEVE WE CAN.

THE WORLD BANK HAS SAID THAT THE FASTEST GROWING FACET OF TOURISM
IS IN THE CONVENTION FIELD.

THE STATE GOVERNMENT RECOGNISED THIS LAST YEAR WHEN WE SUPPORTED
THE ESTABLISHMENT OF THE ADELAIDE CONVENTION BUREAU AND GAVE A
SUBSTANTIAL SUM OF MONEY TO ITS OPERATIONS.

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A REPORT WRITTEN IN 1971 SAID THAT ADELAIDE, IN THAT YEAR, ATTRACTED ABOUT THIRTY CONVENTIONS WHICH BROUGHT SOME 4,000 DELEGATES TO THE CITY.

LAST YEAR MORE THAN 11,000 DELEGATES ATTENDED 80 CONVENTIONS IN SOUTH AUSTRALIA AND NOW WE HAVE FORWARD BOOKINGS FOR OVER 100 CONVENTIONS WHICH WILL BRING TENS OF THOUSANDS OF PEOPLE TO THE STATE.

AND OF COURSE WITH OUR BEAUTIFUL AND MOST EFFICIENT NEW FESTIVAL CENTRE, WITH ITS UNRIVALLED CONVENTION FACILITIES, A GREATLY INCREASED NUMBER OF RESTAURANTS WITH FLEXIBLE LICENSING ARRANGEMENTS, AND MORE HIGH QUALITY ACCOMMODATION SUCH AS THIS MOTEL WE ARE IN AN IDEAL POSITION TO GET CONVENTIONS TO COME HERE.

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ALTHOUGH THE ECONOMIC IMPACT OF THESE CONVENTIONS IS NOT TO BE UNDER-RATED - FOR EXAMPLE, THE CONVENTION DELEGATES WHO COME TO ADELAIDE THIS YEAR WILL SPEND ABOUT \$3 MILLION - THERE IS ANOTHER, EQUALLY IMPORTANT SIDE TO THEM. THEY PLAY A BIG PART IN KEEPING SOUTH AUSTRALIA IN THE MAINSTREAM OF NATIONAL AND INTERNATIONAL DEVELOPMENTS IN COMMERCE, INDUSTRY, THE ARTS AND THE PROFESSIONS. AS A CITY WITH A REPUTATION FOR LEARNING AND REGARD FOR THE ARTS, THIS IS ANOTHER REASON FOR THE GOVERNMENT'S INTEREST IN ATTRACTING MORE CONVENTION BUSINESS.

THE ADELAIDE INTERNATIONAL MOTEL IS IDEALLY PLACED TO GAIN MAXIMUM ADVANTAGE OF OUR INCREASING TOURISM GENERALLY AND THE CONVENTION TRADE IN PARTICULAR.

I GATHER THAT MR KARIDIS IS PLANNING OTHER MOTELS AT WEST TORRENS, SALISBURY AND SEMAPHORE PARK.

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IF THEY ARE PLANNED WITH THE SAME ATTENTION TO CUSTOMERS' NEEDS AND CONVENIENCE AS THIS ONE I'M SURE THAT THEY, TOO, WILL BE AN INSTANT SUCCESS.

I HAVE VERY MUCH PLEASURE IN FORMALLY DECLARING THE ADELAIDE INTERNATIONAL MOTEL OPEN.

THANK YOU.